



The Economist Guide to Investment Strategy: How to Understand Markets, Risk, Rewards and Behaviour (Hardback)

By Peter Stanyer

Profile Books Ltd, United Kingdom, 2014. Hardback. Book Condition: New. 3rd Revised edition. 223 x 145 mm. Language: N/A. Brand New Book. Supported by numerous charts and detailed analysis, The Economist Guide to Investment Strategy outlines how to construct investment strategies appropriate for individual investors. It looks at risk and comes with wealth-warnings for those who wish to explore more sophisticated and fashionable investment approaches, and it emphasises the importance of taking into account insights from behavioural analysis as well as the principles of traditional finance. It highlights how habitual patterns of decision-making can lead any of us into costly mistakes, and it stresses how markets are most dangerous when they appear to be most rewarding. The book is in two parts: The big picture Setting the scene - including might I have been suckered by Madoff? Understanding your behaviour - including why do we rely on lazy shortcuts? Market investment returns - including who can investors trust to provide a safe haven? How investor strategies evolve - including what has changed since the financial crisis? The time horizon and the shape of strategy: keep-it-simple - including are government bonds and some equities all you need? Implementing more complicated strategies...

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